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**PRESS RELEASE**

Bonn and San Diego, Wednesday, September 24, 2014.

2B Advice opens San Diego, California U.S. branch office.

2B Advice, a German-based consultancy firm specializing in data privacy, announced today the opening of a new branch in San Diego, California. San Diego is 2B Advice's second U.S. location and joins our office in New York City that opened in 2012. Both overseas locations operate under the name of 2B Advice LLC.

"After successfully establishing ourselves in New York, our plan is to introduce our products and services to the western United States. San Diego's status as a center for the telecommunications and biotechnology industries and its proximity to Silicon Valley make it the ideal location. The ICT and biotechnology sectors process highly sensitive data and require expertise in international data privacy management", explains Marcus Belke, President of 2B Advice LLC and CEO of 2B Advice GmbH.

San Diego will be the sales hub for 2B Advice PrIME<sup>®</sup>, the data privacy management software designed and localized for the U.S. market. 2B Advice PrIME<sup>®</sup>, with over 1000 installations in the German market, will be launched soon in the U.S. as a "Software-as-a-Service" solution. 2B Advice PrIME<sup>®</sup> offers data privacy and compliance officers all of the tools they need in one place: preparation and maintenance of the privacy activity map, inexpensive training for employees via web-based training courses, a fast, efficient way to perform online audits and reports, and much more. With 2B Advice PrIME<sup>®</sup>, companies large and small, from any sector, can efficiently manage organization of data privacy matters, delegate tasks, implement measures and monitor progress instantly.

Beyond software solutions, 2B Advice LLC also offers a range of privacy services, including expert insight into European data privacy laws. We also support European customers in their endeavors to implement data privacy at their U.S. subsidiaries, suppliers and service providers. Additionally, for companies doing business with Europe, 2B Advice LLC offers certification in accordance with the Safe Harbor framework and Binding Corporate Rules. Certification is mandatory for U.S. and European companies wishing to exchange of personal data.

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About 2B Advice:

2B Advice – the privacy benchmark – is an international corporate consulting firm with offices in Berlin, Bonn and Munich (2B Advice GmbH), Brezno (2B Advice s.r.o., Slovakia), New York and San Diego (2B Advice LLC). 2B Advice offers solutions for all issues having to do with data privacy issues: consultancy, implementation, software, testing and certification. 2B Advice bridges the gap between technology and law, combining legal expertise, outstanding technical and organizational skills. 2B Advice's goal is to become the leading international consulting firm specializing in data privacy.

[www.2b-advice.com](http://www.2b-advice.com)